



## Pitch Evaluation Rubric

The below rubric is meant for you to evaluate yourself or to evaluate peers, as detailed below:

**Self Evaluation:** Video or voice record yourself giving your pitch presentation. Take a 15-minute break to clear your mind of what you have said, and then watch/listen to your pitch. Grade yourself using the rubric below and see where you can improve!

**Peer Evaluation:** Watch a peer practice a presentation, and grade his or her performance using the rubric below. The objective of the rubric is to help your peers improve, so be encouraging and focus on what they did well along with how they can improve.

**How to use the rubric:** When watching the pitch, determine if each element of the presenter's pitch is okay, good or excellent, and write the corresponding number in the "Rating" box for that component. Once the pitch is done, add all the numbers to see how the presenter did.

Pitch Component	1 – Needs Improvement	2 – Average	3 – Excellent	Rating
<b>Storytelling</b>	Presenter's thoughts were not very well organized, and the story was not easy to follow. There was no memorable statement.	Presenter's story was organized and not too difficult to follow, but there was not a clear memorable statement.	There was a clear memorable statement and the presenter's story was engaging, well-organized and easy to follow.	
<b>Verbal Communication</b>	Presenter did not successfully engage the audience, the tone of the presenter's voice never changed, and a lot of filler words like "umm" were used.	Presenter tried to engage the audience and use voice to emphasize key points of the presentation, but could have done so more effectively.	Presenter was very engaging from the start and the story/key points were delivered very effectively.	
<b>Non-Verbal Communication</b>	The presenter did not make eye contact, had bad posture, and did not really use his or her hands during the presentation.	Presenter made some eye contact and used his or her hands a little.	The presenter made eye contact, used hands, stood up straight and overall appeared very confident during the presentation.	
<b>Pitch Effectiveness</b>	I am not sure what the goal of the pitch was (funding, partnership, etc); it was never made clear during the pitch.	I understand the goal of the pitch, but am not fully convinced. I will have to consider it more.	The pitch had a clear goal and successfully convinced me that I should participate (partner with/fund business, etc).	
<b>Presentation Design</b> (if applicable)	Presentation design was okay, but the slides had too much text and bad images, and they were hard to follow.	Presentation design was good, but was a little distracting from what the presenter was saying.	Presentation design was great, each slide effectively supported what the presenter was saying in an easy-to-understand way.	
<b>TOTAL</b>				

**Score calculation:**

**5-6:** Needs improvement   **7-9:** Average   **10-12:** Good   **13-15:** Excellent